

REP HEADLINE# 6334094 TRF# E:063340 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ UNAPPROVED REV #3 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! SEP27/12 10.52
 ORDER WORKSHEET HARRIS REPORT FROM REP *** CHANGES *** ** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/K/SEN/FL REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913

ORDER # CONTRACT # 6334094 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#499 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 SEP30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP27/12 10.52

REP: MAKEGOOD
 SPOT CANCELED LN 8
 LN'S 10-11 ADDED
 NEW TTL \$11,600
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
8	S		600P-630P	30		\$700.00	9/29	9/29	0		SAT	0
10	A		900A-1000A	30		\$550.00	9/28	9/28	1		FRI	1

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 499

PROGRAM : SAT 6P NEWS
 CON COM1 : SAT 6P NEWS
 PROGRAM : TODAY SHOW
 CON COM1 : TODAY SHOW

208/87

REP HEADLINE# 6334094 TRF# E:063340
 \$\$\$ UNAPPROVED REV #3 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		200P-300P	30		\$250.00	9/28	9/28	1		FRI	1
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PROGRAM : RACHEL RAY
 CON COM1: RACHEL RAY

SEP/12 11600.00 CONTRACT TOTAL 11600.00
 TOTAL SPOTS 14

MARKET TOTALS \$33,950 WFLA 34% WFTS 7% WTSP 13% WTVT 46% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE EXCEPT WTVT, WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA654*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 791 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Connie Mack/ R/ Senate/ FL	Submission Cost:	11600	Campaign Ref:	E:063340940
Buyer:	..	Client/Product/Estimate:	. / .499	Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 09/30/12	Weeks:	1	Order Ref:	06334094
Est./PO Number:	06334094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Finds Of Connie Mack	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	Total	Cost
1	M-F 5p News T.T...	03	900	30 Comme	Nbr of Spots 2	2	1800
2	M-F 530p News ..W.F..	03	900	30 Comme	Nbr of Spots 2	2	1800
3	M-F 6p News T.T...	03	1200	30 Comme	Nbr of Spots 2	2	2400
4	M-F 7p News ..W.F..	03	1000	30 Comme	Nbr of Spots 2	2	2000
5	M-F 7a Today Show ...T...	03	900	30 Comme	Nbr of Spots 1	1	900
6	M-F 9a Today Show II ..W....	03	550	30 Comme	Nbr of Spots 1	1	550
7	M-F 4p Dr Oz ..W....	03	600	30 Comme	Nbr of Spots 1	1	600
8	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1	1	750
9	M-F 9a Today Show II	03	550	30 Comme	Nbr of Spots 1	1	550
Weekly Totals: Total Spots(Ord Spots)					14	14	

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 791 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 11600	Campaign Ref: E:063340940
Buyer: ..	Client/Product/Estimate: / /499	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06334094
Est./PO Number: 06334094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	Total	Cost
10	M-F 2p Rachael Ray	03	250	30	1	1	250
	...F..			Nbr of Spots			
	...F..			Comme			
Weekly Totals: Total Spots(Ord Spots)					14	14	

Grand Totals

		Month 9 Weeks: 5	
		09/24	
	Totals	14	14
	Spots	14	14
	Cost	11600	11600

Grand Totals:

Spots:	14
Gross Total:	11,600.00
Commission:	1,740.00
Net Total:	9,860.00

REP HEADLINE# 6334094
 \$\$\$ UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP24/12 16.37
 CHANGES ** WFLA-TV ***

ADV # _____ ACT NAME POLI/C MACK, E/SEN/FL REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME MCLAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913

ORDER # _____ CONTRACT # 6334094 CLASS: NATL. LOCAL REGIONAL

PRCT FRNDS OF CONNIE MACK EST#499 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 SEP30/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE SEP24/12 16.37

REP: REVISION
 RATE CHANGE LN 8
 NEW TTT \$11,500
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CUN CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 499

8	R		600P-630P	30		\$700.00	9/29	9/29	1		SAT	1
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PROGRAM : SAT 6P NEWS
 CUN COM1: SAT 6P NEWS
 SEP/12 11500.00
 CONTRACT TOTAL 11500.00
 TOTAL SPOTS 13

REP HEADLINE# 5334094
 \$\$\$ UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9398 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REF	COL	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS

MARKET TOTALS \$33,950 WFLA 34% WFTS 7% WTSP 13% WTVT 46% WTOG 0% WTTA 0% WMOR 0%

WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE EXCEPT WTVT, WHICH IS ESTIMATED
 SVC- NSI
 DEMOS- RA65+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6334094
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP SEP24/12 16.14
 CHANGES *** WFLA-TV ***

ADV # ADV. NAME FOLI/C MACK/E/SEN/EL REP. # OFF. # SALESMAN #
 AGY # AGY. NAME MC LAUGHLIN & ASSOCIATES BUYER NAME MARIANNE CAMPBELL

566 SOUTH ROUTE 303 SALES PRSN WA- MEGHAN MCGARR (H)
 BLAUVELT, NY 10913

ORDER # CONTRACT # 6334094 CLASS: NATL. LOCAL REGIONAL

PRDCT FRNDS OF CONNIE MACK EST#499 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP25/12 SEP30/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP24/12 16.14

REP: REVISION
 SPOTS CANCELED LN'S 1-3
 DATE CHANGED LN'S 1-3
 TIME PERIOD CHANGE LN 9
 TTL SAME \$11,600
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 FRIENDS OF CONNIE MACK

LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
 : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE =
 AGENCY PRODUCT CODE =
 AGENCY EST# = 499

1	*		700A-900A	30		\$900.00	9/27	9/27	1		THU	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
2	*		900A-1000A	30		\$550.00	9/26	9/26	1		WED	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												

#800

9/24

REP HEADLINE# 6334094
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP24/12 16.14
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3	*		400P-500P	30		\$600.00	9/26	9/26	1		WED	1
PROGRAM : DR OZ												
CON COM1: DR OZ												
9	T		600P-630P	30		\$750.00	9/30	9/30	1		SUN	1
PROGRAM : SUN 630P NEWS												
CON COM1: SUN 630P NEWS												
SEP/12			11600.00									
CONTRACT TOTAL												11600.00
TOTAL SPOTS												13

MARKET TOTALS \$33,950 WFLA 34% WFTS 7% WTSP 13% WTVT 46% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE EXCEPT WTVT, WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA651*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-PLANS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

SEP24/12 11.29

WFLA-TV *****

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

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FLIGHT DATES SEP25/12 SEP30/12 WK-1

DATE SEP 24/12 11.29

2000

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			700A-900A	30		\$450.00	9/25	9/27	2		TU,TH	2
AGENCY ADVERTISER CODE = AGENCY PRODUCT CODE = AGENCY EST# = 499												
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												
2			900A-1000A	30		\$275.00	9/26	9/28	2		W,F	2
PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW												
3			400P-500P	30		\$300.00	9/26	9/28	2		W,F	2
PROGRAM : DR OZ CON COM1 : DR OZ												

REP HEADLINE# 6334094
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 11.29
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	9/25	9/27	2		TU,TH	2
5			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	9/26	9/28	2		W,F	2
6			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	9/25	9/27	2		TU,TH	2
7			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	9/26	9/28	2		W,F	2
8			600P-630P PROGRAM : SAT 6P NEWS CON COM1: SAT 6P NEWS	30		\$800.00	9/29	9/29	1		SAT	1
9			630P-700P PROGRAM : SUN 630P NEWS CON COM1: SUN 630P NEWS	30		\$750.00	9/30	9/30	1		SUN	1
SEP/12 11600.00												
CONTRACT TOTAL 11600.00												
TOTAL SPOTS 16												

MARKET TOTALS \$33,950 WFLA 34% WFTS 7% WTSP 13% WTVT 46% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE EXCEPT WTVT, WHICH IS ESTIMATED

SVC- NSI
 DEMOS- RA65+*

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 780 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Connie Mack/ R/ Senate/ FL	Submission Cost: 8000	Campaign Ref: E 063340940
Buyer: "	Client/Product/Estimate: J. /499	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 09/30/12	Weeks: 1	Order Ref: 06334094
Est./PO Number: 06334094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Fmnds Of Connie Mack	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	Total	Cost
1	M-F 5p News T.T...	03	900	30 Comme	Nbr of Spots	2	1800
2	M-F 530p News W.F..	03	900	30 Comme	Nbr of Spots	2	1800
3	M-F 6p News T.T...	03	1200	30 Comme	Nbr of Spots	2	2400
4	M-F 7p News W.F..	03	1000	30 Comme	Nbr of Spots	2	2000
Weekly Totals: Total Spots(Ord Spots)					8	8	

Grand Totals				Month 9 Weeks: 5			
Totals				09/24			
Spots				8			
Cost				8000			

Grand Totals:	Spots: 8
	Gross Total: 8,000.00

Commission:	1,200.00
Net Total:	6,800.00